



# KCOPI: Progress and Plans

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**KCOPI Planning Committee**

**5<sup>th</sup> King County Overweight Prevention Initiative Forum:**  
**EQUITY**

January 26, 2007  
Seattle, WA

# King County Overweight Prevention Initiative Forums 1, 2, 3, 4

## Goals

- 1<sup>st</sup> **Join** interested individuals and organizations
- 2<sup>nd</sup> **Action agenda**
- 3<sup>rd</sup> **Activate!**
- 4<sup>th</sup> **Momentum!**

## Work groups

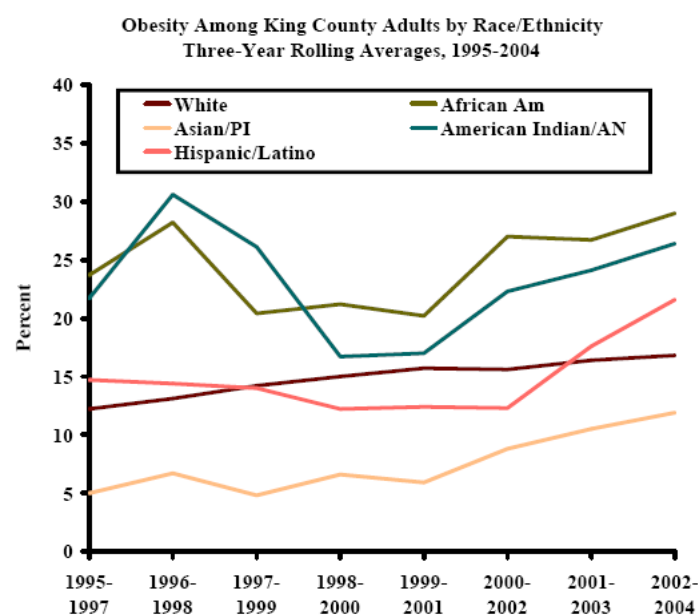
- Nutrition
- Physical Activity
- Design for Active Communities
- Communications



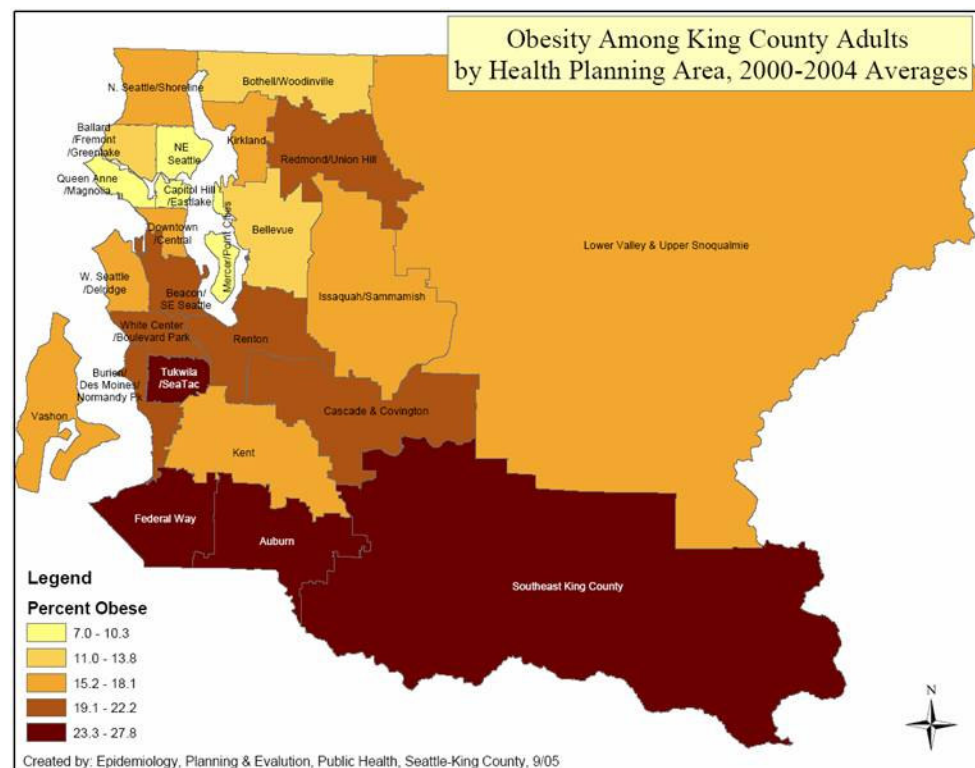
**Q:** *How many organizations are represented here today?*

# King County Overweight Prevention Initiative

## 5: EQUITY



Data Source: Behavioral Risk Factor Survey  
Produced by: Public Health - Seattle & King County, Epidemiology, Planning, and Evaluation, 3/05



**A: 71**

*Together we can make a difference.*

# 10 Point Plan for King County



# → healthy eating and active living

- Board of Health Resolution passed
- Increasing awareness about trans fat
- “Eat Smart-Move More” Campaign
- Healthier food for meetings & vending
- Seattle school staff “Walking Challenge”
- City of Bellevue “Take the Stairs” Campaign
- Nutrition Education policy in Seattle Public Schools
- 20 King County Walking maps
- Youth intramural programs



# → healthy eating and active living

- “Steps to a Breastfeeding Friendly Child Care” Program
- “Walk to Work” day
- Walking Bus - TT Minor and Bailey Gatzert Elementary Schools
- Checklists for land-use planners and developers
- Salad bar program evaluation
- Research partnerships
- ***Your work here...***





# *“Live Outside the Box” Campaign*

## Target Audience

- Families of young children

## Message

*Live outside the box: Everything is more fun when it's real!*

## Products

- **Toolkit** (in English and Spanish)
  - **Facts** about television and health
  - **Tool** to assess how much television families are *really* watching
  - A “Live outside the box” **challenge** to go “No TV for a Week!”
  - Indoor and outdoor **activity alternatives** to watching television,
  - Fun, easy **recipes** for families
- **Posters**
- **Public service announcement**



<http://www.metrokc.gov/health/reducetv/index.htm>

# *Video: “Physical Activity: Start Small, Start Today”*

## **Target Audience**

- Sedentary adults

## **Messages**

- Physical activity is an important part of a healthy lifestyle at every age and ability.
- Even small amounts of physical activity can make a big difference in your health.



## **Dissemination**

- Local public access television channels
- Recreation centers
- Public health clinics throughout King County

*If you are interested in getting a copy of the video or have ideas for distribution, please contact:*  
**Amy Shumann at PHSKC**  
[\*\*Amy.Shumann@METROKC.GOV\*\*](mailto:Amy.Shumann@METROKC.GOV)

*Thanks to Dr. Charissa Fotinos and all those who graciously agreed to be videotaped doing the physical activities they enjoy. Thanks also to Seattle Parks and Recreation, the City of Kent, Kirkland Parks and Recreation, the Pacific Asian Empowerment Program, and ELN Communications. And to Mary for allowing us into her home and for the privilege of working with her wonderful family.*



# Power of Partnership

- **Identify** common goals
- **Leverage** and share resources
- **Create** synergy
- **Build** capacity
- **Reach** all populations



<http://www.metrokc.gov/health/overweight/>



*ECOR supported by the NIH Roadmap Initiative*